

A STUDY ON CUSTOMER OPINION AND EXPECTATIONS OF TOYOTA CARS WITH SPECIAL REFERENCE TO ANAAMALAI'S DEALER, COIMBATORE, TAMIL NADU

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ABSTRACT

Excellent customer service and high customer satisfaction must start with understanding customer expectations. When measuring customer satisfaction, companies generally ask customers whether their product or service has met or exceeded expectations. This is an important question to ask and is a key factor behind satisfaction. Customer expectations set the bar for customer satisfaction which also affects repurchase decisions and customer loyalty. If a customer feels like company did not deliver a service that was expected, they won't come back and buy from company again. Meeting customer expectations is the most valuable part of customer satisfaction. A satisfied customer is one that has had their expectations met. To do this, must make sure deliver a consistent level of service that is based on the key areas and have set for each customer when set expectations.

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INTRODUCTION

The history of Toyota started in 1933 with the company being a division of Toyoda Automatic Loom Works devoted to the production of automobiles under the direction of the founder's son, Kiichiro Toyoda. Kiichiro Toyoda had traveled to Europe and the United States in 1929 to investigate automobile production and had begun researching gasoline-powered engines in 1930. Toyoda Automatic Loom Works was encouraged to develop automobile production by the Japanese government, which needed domestic vehicle production, due to the war with China. In 1934, the division produced its first Type A Engine, which was used in the first Model A1 passenger car in May 1935 and the G1 truck in August 1935. Toyota began to expand in the 1960s with a new research and development facility, a presence in Thailand was established, the 10 millionth model was produced, a

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Deming Prize, and partnerships with Hino Motors and Daihatsu were also established.

The first Toyota built outside Japan was in April 1963, at Melbourne, Australia. From 1963 until 1965, Australia was Toyota's biggest export market.

ANNAMALAIS TOYOTA was started at	: 1999
Industry Type	: Dealer
Head Office	: Coimbatore
Service Outlets	: Coimbatore, Trichy, Tirupur, Kumbakonam, Thirunelveli, Erode, Madurai and Salem.
Turn Over	: 3 Crore per annum
Direct Employees	: 631
Nature of Business	: Sales, Service, Body and Painting
Number of Branches	: 8

1.1 Objectives of the Study

- To study the degree of effectiveness of advertisements & promotional benefits on consumers.
- To study the customer expectation on the dealer performance with special references to Annamalais Toyota

MATERIALS AND METHODS

The current study is descriptive in nature. Descriptive study is fact-findings investigation with adequate interpretation. It is the simplest type research. As it has focus on particular aspect or dimensions of the problem studied. It is designed to gather descriptive information and provides information for formulating more sophisticated studies. The total sample size of 125 respondents has been taken for the study, using adhoc method of sample size selection.

RESULTS AND DISCUSSION

Percentage analysis of the factors influenced to buy Annamalais Toyota, reveal (Table 1) that 35.2 % of the respondents got awareness about Toyota car through their Friends. The Table 2 shows that 46% of the respondents feel satisfaction towards Toyota cars. Table 3 indicates that, 67.2% of respondents prefer mode of payment by EMI. And Table 4 reveals that average of 3.992 respondents feel comfort with their Toyota cars.

Table 1: Medium through which Aware about the Car

Medium through which aware about the car	No of Respondents	Percentage
Relatives	17	13.6
Friends	44	35.2
TV advertisement	42	33.6
Newspaper	22	17.6
Total	125	100.0

Interpretation

It is concluded that 35.2% of the respondents are aware of the Toyota cars their friends and 13.6% of the respondents are through relatives.

Table 2: Overall Satisfaction about Annamalais Toyota

Opinion	No. of Respondents	Percentage
Highly satisfied	24	19
Satisfied	57	46
Neutral	19	15
Dissatisfied	16	13
Highly dissatisfied	9	7
Total	125	100

Interpretation

The above table shows that 46% of the respondents are satisfied towards Annamalais Toyota, and 19% of the respondents have highly satisfied with Annamalais Toyota.

Table 3: Payment for Annamalais Toyota

Payment For Toyota	No of Respondents	Percentage
Spot Cash Payment	41	32.8
EMI	84	67.2
Total	125	100

Interpretation

It is concluded that 67.2% of the respondents are prefer mode of payment by EMI, and 32.8% are by spot cash payment.

Table 4: Weighted Average Analysis for the Factors that Influenced You to Buy the Car

Factors	7	6	5	4	3	2	1	Weighted Average
Prestige	19	17	14	19	17	20	19	3.848
	133	102	70	76	51	40	19	
Cost	16	20	16	19	17	17	20	3.768
	112	120	80	26	54	34	20	
Comfort	15	22	17	18	16	20	17	3.992
	105	132	85	72	48	40	17	
Mileage	17	18	15	19	15	20	21	3.872
	119	108	75	76	45	40	21	
Appearance	17	18	15	17	18	19	21	3.864

	119	108	75	68	54	38	21	
Brand name	18	19	13	22	18	19	16	3.84
	126	114	65	58	54	38	16	
Quality	16	20	16	19	17	17	20	3.568
	112	120	80	26	54	34	20	

Interpretation

From the table we infer that comfort with weighted average of 3.992, mileage with weighted average of 3.872, appearance with weighted average of 3.864, prestige with weighted average of 3.848, brand name with weighted average of fifth, cost with weighted average of cost, and quality with weighted average of 3.568.

FINDINGS

- Most (42%) of the respondents are said comfort on opinion about factors influenced to buy Annamalais Toyota.
- Majority (70%) of the respondents are said diesel used for car.
- Most (42%) of the respondents are said above Rs.3000 on opinion about amount spent on fuel per month.
- Most (43%) of the respondents are said likely to recommend Annamalais Toyota to friends and relatives.
- Most (43%) of the respondents are said likely to recommend Annamalais Toyota to friends and relatives.

4.1 Weighted Average Analysis

- It is found that comfort with weighted average of 3.992, mileage with weighted average of 3.872.

SUGGESTIONS

1. Car dealer can develop the social interaction programme through which they interact with their customers and their friends and family members.
2. Car dealer give more instalment payment facility and tie up with some good financial institutions.
3. Launch more information exchange programs between car manufacturer, dealer, wholesaler and showroom owners.

CONCLUSION

Hence in this digital world, car is no longer a luxury. There are certain product attributes which are identified in the study as influencing the purchase decision and satisfying the consumers. The growth in the population of India and the increasing number of middle class consumers has attracted the attention of car manufacturers and marketers. The manufacturers and marketers who study the behaviour of consumers and furnish to their needs will be successful.

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